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collected at a point of sale when the offline purchase transpired, the first identifier and the second identifier being readable by at least one processor to automatically deliver the targeted advertisement to the first computer in response to receiving the first identifier from the first computer.

87. (Three Times Amended) A computer readable medium for storing information for delivering a targeted advertisement, comprising a data structure including:

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a first field for storing a first identifier corresponding to a first computer and associated with an observed offline purchase history of a consumer, said purchase history including information of an offline purchase of the consumer collected at a point of sale when the offline purchase transpired; and

a second field linked to the first field for storing a purchase behavior classification based on at least one selected purchase behavior criterion and the observed offline purchase history of the consumer, the first identifier and the purchase behavior classification being readable by at least one processor to automatically deliver the targeted advertisement to the first computer in response to receiving the first identifier from the first computer.

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89. (Three Times Amended) A computer readable medium for storing information for delivering a targeted message, comprising a data structure including:

a first field for storing a first identifier corresponding to a targeted message and a purchase behavior classification based on at least one selected purchase behavior criterion and the observed offline purchase history of the consumer, said purchase history including information of a purchase of the consumer collected at a point of sale when the purchase transpired; and

a second field linked to the first field for storing a personal identification number corresponding to the consumer, the first identifier and the personal identification number